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Optimization of the intervention model of tourism empowerment based on sociocultural aspects

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Abstract

The purpose of this study was to find out and explain the role of the government in intervening in the development of social-cultural tourism based on policy intervention. This study used a qualitative descriptive method approach. The results showed that the Government intervention model in the new autonomous region was very effective in the form of a policy of determining an area to become a tourism and agro-tourism village. Conclusions show that the power of government policy intervention will have a significant impact on increasing the welfare and participation of the community in developing tourist destinations.

Keywords: Tourism empowerment; Socio-cultural; Local values.

Optimización del modelo de intervención del empoderamiento turístico basado en aspectos socioculturales

Resumen

El propósito de este estudio fue descubrir y explicar el papel del gobierno en la intervención en el desarrollo del turismo sociocultural basado en la intervención de políticas. Este estudio utilizó un enfoque de método descriptivo cualitativo. Los resultados mostraron que el modelo de intervención del Gobierno en la nueva región autónoma fue muy efectivo en la forma de una política de determinar un área para convertirse en un pueblo de turismo y agroturismo. Las conclusiones muestran que el poder de la intervención de políticas gubernamentales tendrá un impacto significativo en el aumento del bienestar y la participación de la comunidad en el desarrollo de destinos turísticos.

Palabras clave: Empoderamiento turístico; Sociocultural; Valores locales.

1. INTRODUCTION

The existence of the regional tourism sector is growing and advancing rapidly, along with the implementation of regional autonomy as one of the pillars contributing significant local revenue. This began to develop, especially after the decline of the mining industry on a national and world scale, and now tourism is one factor that is highly considered in increasing regional revenues after the manufacturing and agricultural industries. The tourism sector in Indonesia still occupies a vital role in supporting national development as well as being one of the strategic factors to increase people's income and foreign exchange.

One of the goals of development in the tourism sector is the concept of tourism development based on community empowerment; this goal also applies to West Bandung Regency. The development of the tourism sector is highly integrated with a variety of multidisciplinary, cross-sectoral, various stakeholders and a variety of local resources that can promote sustainable tourism under government policy as the holder of power in innovative development. According to Kusanaka Admihardja that community empowerment not only develops the economic potential of the people but also the dignity, self-confidence, and self-esteem, as well as the maintenance of local cultural values. Therefore, that empowerment as a concept of an implementing social culture in a community-centered development, not only fosters economic benefit, but also social and cultural benefit (RAHAYUNINGSIH, MATULESSY, RINI & PANDIN, 2019).

Seeing the reality of the phenomenon, tourism is built by community empowerment, especially in tourist areas in West Bandung Regency (KBB) that will provide opportunities for progress in the process of sustainable infrastructure development and as the next social capital resilience. Social capital is a concept that describes social capacity in meeting the needs of life and maintaining social integration involving networks, social norms and beliefs. This social trust can encourage social collaboration for mutual benefit (FEIZULDAYEVA ET AL, 2018).

To avoid the use of information space regarding tourism potential in KBB that is not sufficient as a tourist destination, an intervention is needed from the government in the form of a policy. Because every tourist destination generally has a characteristic production system that is different from other tourist destinations. Through government intervention, it is hoped that efforts to realize various tourism stakeholders can implement competitive tourism destinations towards the creation of an increasingly well-known and professional image or brand awareness of KBB tourist destinations. Through interventions in the form of policies will provide clear direction on the concept of tourism development in an area. In addition, the existence of policy interventions in tourism in KBB has not been entirely carried out due to many hindering factors such as not optimal socialization, the limited readiness of human resources, and limited legal tools that support tourism development.

Based on the above background, research problems can be formulated to explain how the sociocultural model of tourism empowerment intervention in West Bandung regency can improve community welfare.

2. METHODOLOGY

The importance of government intervention in tourism development is similar to what has been studied about cultural, social, and environmental values in developing Tourism Villages

(NURJANAH & YASIR, 2014). Research on government intervention in the tourism sector applies a qualitative descriptive approach (AGUSTINI & SUARTHANA, 2014). Whereas BORLIDO & COROMINA (2018) states that the application of qualitative methods in social science research is carried out by following the steps including formulating problems, collecting field data, analyzing data, formulating study results, and formulating recommendations for improvements in the performance under study. The population in this study are tourism actors in government institutions, private industries, communities, and tourism activist groups in the West Bandung regency. The sampling technique used in this study was purposive sampling.

Data sources used in this study consist of primary data and secondary data. The primary data of this study are interviews with resource persons related to planning, implementing and developing the KBB tourism sector, namely tourism actors, tourism and cultural services, and tourism awareness groups, while secondary data is obtained based on information from various written documents of government agencies, manuscripts about tourism and literature studies on tourism.

3. RESULT AND DISCUSSION

Indonesia's tourism development as an integral part of national development is carried out in a sustainable manner with the aim of

contributing to the improvement of the personality and abilities of Indonesian people and society by utilizing science and technology and paying attention to the challenges of global development. Through tourism development that is carried out comprehensively and integrally by utilizing natural resources, culture and geographical conditions wisely, it will create a prosperous community life. This is in accordance with the making of tourism areas will provide more choices to tourists, can further highlight the distinctive potential possessed in the form of natural resource potential and tradition, facilitate conservation efforts to prevent excessive exploitation and environmental damage and facilitate its management (ALKIER, MILOJICA & ROBLEK, 2017).

Furthermore, in the development in the tourism sector, as a new district, the KBB region is still at the stage of inventory development and extracting potential areas that can be used as new tourism objects that require cross-sectoral integration. This time various interest groups in its management control the utilization and development of a tourism object, such as by private companies, rural communities, State-Owned Enterprises, Perhutani, PTPN, and the provincial government, thus the government's role was not optimal. In fact, the results of the study ASRIATI & BAHARI (2010) show sustainable practices in economic, social and environmental activities, including tourism by community agents by building local symmetric relationships that can improve the capacity of community adaptation in

open communication, participation, fairness and tolerance towards sustainable tourism.

In order for the role of the optimal district government in the tourism sector, it must be able to adjust to the strong vision and mission contained in the KBB's Medium-Term National Development Plan, one of which is the mechanism for strengthening development in the tourism sector. Referring to the research results from HIKMAT (2006) the economic dominance of tourism in a country can be done by consolidating globally and locally through the construction of tourism policies based on professionally leading interest groups produced by government officials, tourism consultants, tourism volunteers, and other relevant tourism organizations. Thus, the concept of strengthening tourism sector development is implemented in the regional vision of KBB 2025 who wants to make KBB as agroindustry and environmentally friendly tourism district. Therefore, the purpose of tourism development in KBB must also be in accordance with the vision of the Regent for the 2013-2018 period, namely to realize a smart, rational, advanced, religious and healthy society based on the development and empowerment of regional potential. Meanwhile, the missions are as follows:

- 1) Improving good governance through the quality of the bureaucracy in serving the community;

- 2) Improving the quality of excellent service in the field of education and health that is affordable for all levels of society;

- 3) Increasing the independence and economic competitiveness of the community, to optimize employment and poverty reduction;

- 4) Consolidating the management of infrastructure and facilities, natural resources and the environment through sustainable development;

- 5) Increasing piety and social capital based on religious values and local cultural wisdom; and

- 6) Improving the empowerment of government and rural communities.

From all the existing missions the majority of the nuances of tourism development are very clearly a development priority in KBB. The optimal government policy is as part of strategic planning and guidance for government organizations to develop results-oriented areas that are strengthened with capabilities and resources focused optimally to achieve desired results (SETYANTO & WINDUWATI, 2017).

Referring to the vision and mission of the KBB Regent above, the suitability of the development objectives in the tourism sector can be implemented in the form of policies that support the realization of KBB as an alternative tourist destination after Bandung. To become a superior tourist destination, Department of Tourism and Culture, West Bandung district government conducted an inventory of tourism potentials in each village and sub-district to report tourist objects that have been managed well or not. This is in accordance with Ms. Tintin Kuraesin's statement as the Head of Tourism Interest Development Section, Department of Tourism and Culture at KBB, who said that Perhutani owns the tourism areas in West Bandung Regency more with nature tourism. The leading tours in KBB include Situ Ciburuy, Goa Pawon, Curug Malela, and Maribaya. Maribaya tourism object is the only tourist attraction that belongs to the local government, but currently for its management is submitted to a third party (private) with a profit-sharing system within a certain period. The KBB district government is currently conducting data collection about tourist attractions in KBB from those are well known, unwell known, to newly discover.

Following is the modeling of tourism empowerment based on findings that can be operationalized in village / sub-district governments in the West Bandung regency are as follows:

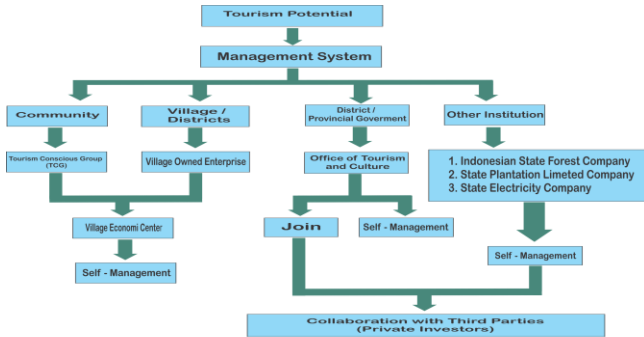


Figure 1. Model of Tourism Empowerment in West Bandung Regency

From the figure above, it can be explained that the tourism potential in the KBB area, both actual and in the development process is still dominated by the community in terms of its management. KBB district government is more as a facilitator and regulator concerning mastering the tourism potential that is controlled mostly by the provincial government and other government agencies such as the private sector, PT. Perhutani, PTPN, and PLN with subsidiaries. This is consistent with the results of a study that shows that the government's role is influential in a sustainable governance approach to becoming a facilitator by giving more significant roles and benefits to local communities. The political will of the government is needed to reduce its role in the development of tourism villages by opening space for the community to participate. Thus, to get the management rights the KBB government conducts a collaborative effort with various parties to realize the regional vision as a destination for natural tourism

destinations with character and as an alternative to the primary tourist visits after Bandung and its surroundings.

Through a management process that is procurement and cooperation, the existence of the KBB government party should provide guidance regarding the development of tourism potential that is already, is developing, and will develop. One form of responsibility in developing tourism potential in KBB is done by making policies as a form of intervention in the implementation of competitive tourism development. The policy of the government is part of the communication carried out by the government towards tourism stakeholders. Communication itself is an activity in organizational management (HARYANTO, 2013), including the district government, with the policy of providing facilities for planning, implementing, monitoring and evaluating development in the tourism sector.

To empower sociocultural-based tourism in the area of tourism, West Bandung regency can be seen below as follows:

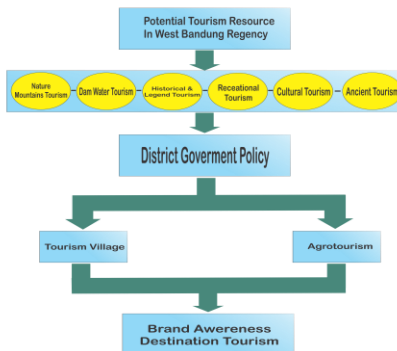


Figure 2. Intervention Model of Tourism Empowerment Based on Socioculture

From the second model above, the intervention model of tourism empowerment based on socio-culture, the role of the West Bandung Regency Government (Department of Tourism and Culture) acts to strengthen the development process in the tourism sector and superior management through a policy setting. Mapping of tourism potential can provide a good understanding of measuring the image and position of a tourist destination, including through policy setting from the government.

The form of the established policy is reflected in the tourism destination development intervention model which is first, by declaring 5 (five) potential tourism villages that include Pasir Angsana tourism village, Rende Village, Cikalongwetan sub-district; Sunten Jaya tourism village, Lembang sub-district; Ciwangun Village tourism village, Cihanjuang Rahayu Village, Parongpong sub-district; Muka Payung tourism village, Cililin sub-district; and Pasirlengo tourism village and Sirna Jaya village, Gunung Halu district.

The tourist village is a rural area that has several special and unique characteristics to become a tourist destination. Second, the declaration of the potential area of agrotourism as a superior potential for the development barometer that includes Coffee plantation agrotourism in Sindangkerta sub-district; Fisheries agrotourism of Cirata Reservoir in Cipeundeuy sub-district, Saguling of Reservoir, Saguling district; and Cihideung Flower Agro Tourism, Parongpong sub-district.

Thus, tourism village modeling must continue and creatively develop regional identity or characteristics. Whereas, for policies in the form of agro-tourism destinations, it is hoped that the KBB tourism area will be sustained by the agricultural sector, namely as a national food security barns, by producing various agricultural commodities such as potatoes, cabbage, vegetables, and fruits. The existence of a policy intervention model proclaimed by the West Bandung regency government in terms of developing the tourism sector development in order to have a professional, superior, interesting and unique tourist destination selling value with the characteristics of the community around the potential of tourism objects are as follows:

Table 1. Characteristics of Tourism Objects and Communities Behaviour around KBB Tourism Objects

Stage (Butler, 1980)	Tourist Type (Plog, 2001)	Destination Responses to Tourism
Exploration	Venturer	Some local residents are less comfortable with tourism activities in their area.
Involvement	Near Venturer	Local residents contribute to the development of tourism in that area by providing facilities.
Development	Mid Centric	Some local residents have additional income with the entry of external tourism businesses and foreign investment.

Stage (Butler, 1980)	Tourist Type (Plog, 2001)	Destination Responses to Tourism
Consolidation	Mid Centric	Local residents have played an active role and earned income from development and increased numbers of tourists.
Stagnation	Near Dependable	Local residents tend to negatively see tourism activities in their area because of the number of peaks and massive, invasive infrastructure and tend to be monotonous without development.
Rejuvenation	Dependable	Local residents began to rise from the stagnation of tourism activities and began to participate again.
Decline	Dependable	Local residents begin to feel negative about tourism activities because there is no development.

Source: Department of Tourism & Culture, KBB 2018

From table 1 above, it can be explained that ideally, the development of tourist attractions in KBB will experience a natural cycle of growing and developing which begins with the process of exploration, involvement, development, consolidation, stagnation, decline and reinforcement (rejuvenation). In addition, almost all the position of tourism objects in KBB is still at the stage of exploration, development, and consolidation. Whereas divides the characteristics of tourist behavior with the readiness of the community around tourist destinations in developing tourism potential that is currently being run

in general divided into venturer, near venturer, mid centric, near dependable, and dependable. For the northern region of KBB, precisely the Lembang region and its surroundings can already be categorized as near dependable and dependable.

Dependable in the sense that the KBB government does not much promote the Lembang and surrounding areas because the community (prospective tourists) already know that Lembang has the attraction of diverse tourist destinations. While the rest, KBB tourism potential areas are still in the venture and mid-centric categories because most of the tourists who visit KBB tourism areas show positive behavior by giving constructive criticism statements. Likewise, with the response of the people around the tourist attraction, the community strongly supports the process of developing tourism potential as long as it can provide economic, cultural and environmental benefits.

Characteristic tourism potential in most areas of KBB offers an adventure tourism concept based on the values of environmental and socio-cultural preservation. Some tourism concepts that have been running and offered to the community are adventure tours for rock climbing in the Citatah area, karst rock tourism objects and ancient sites, cultural tourism regarding various traditional ceremonial activities related to environmental conservation. The existence of government intervention in the form of a policy of determining a tourism development area is a form of concrete steps of concern and responsibility of the district government in advancing regional tourism

based on the equality of utilization of cultural, natural and artificial tourism resources.

4. CONCLUSION

Based on the results of the study of potential excavations of tourist destinations in West Bandung regency, tourism is expected to become a mainstay sector that is able to encourage economic activities including the activities of other related sectors into synergy to improve the welfare of the community. Thus, for future development, it is certainly necessary to develop infrastructure and supporting facilities to optimize aspects of tourism services that are convenient for visitors. In addition, tourism objects related to history, culture, and legends need to be supported by tour guides who are equipped with the ability to communicate in telling tourism potential through prepared narratives. Another thing that is also very important is to synergize tourism development activities across stakeholders, investors and actively engage the community in every existing tourism development effort, so that a well-organized and conducive tourism climate grows, and also it can visit comfortably by tourists both archipelago and foreign tourists.

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